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# ARCHITECTURE

**new jersey**

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-- John Hulsizer, New Jersey Bell Communications Consultant

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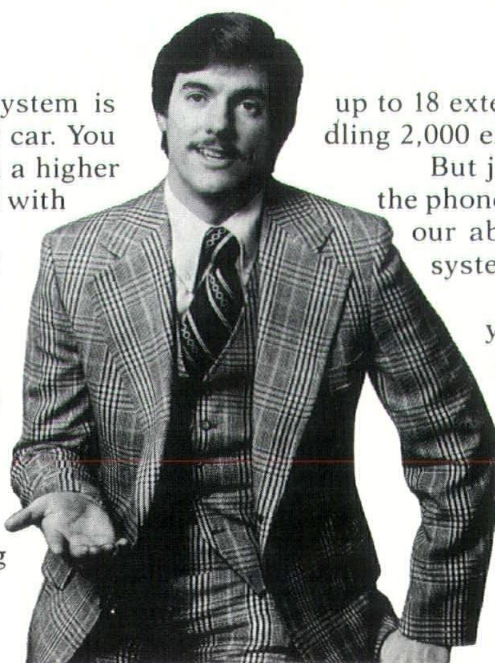
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**New Jersey Bell**



# ARCHITECTURE

## new jersey

Official Publication of  
NEW JERSEY SOCIETY OF ARCHITECTS

A Region of The American Institute of Architects  
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**ARCHITECTURE new jersey** is the official publication of New Jersey Society of Architects, a Region of The American Institute of Architects, and is the only architectural publication in the state. The purpose of the quarterly publication is to advance an increased public awareness of our visual environment. It carries news, articles and representations of buildings of current interest.

4,200 copies are distributed to every registered Architect in New Jersey, consulting engineers, people in related fields and others whose fields of interest include Architecture, such as leaders in business, commerce, industry, banking, education, religion and government at all levels.

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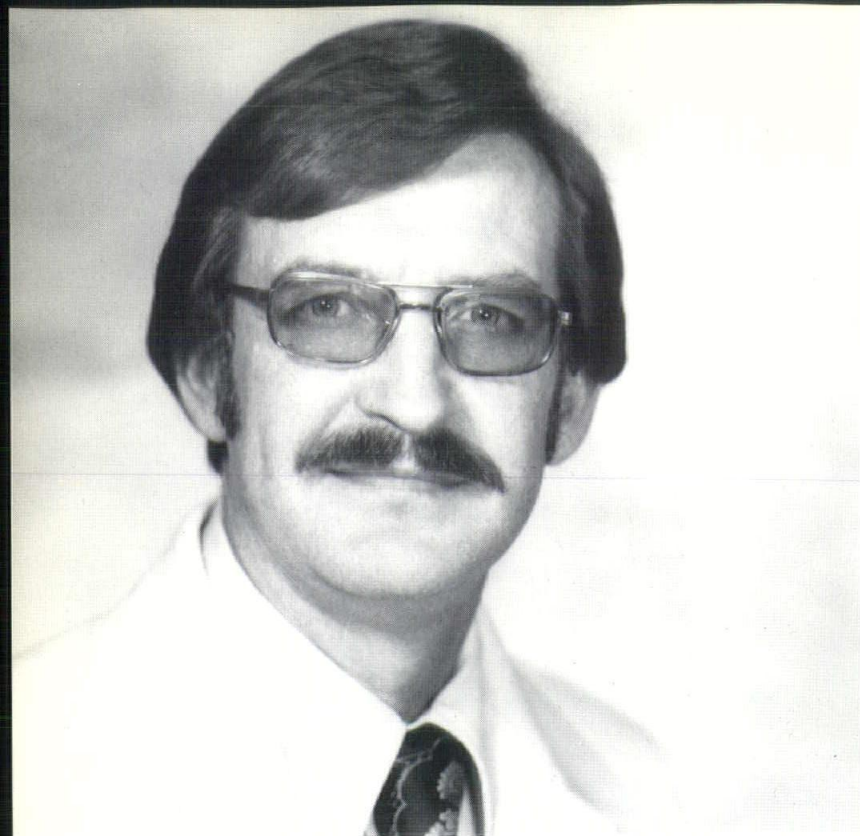
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Architects: Holt-Morgan-Schwartz





**ROBERT F. GROVE, AIA**  
President

## President's Profile

Robert F. Grove, incoming president of the New Jersey Society of Architects, sees civilization exerting ever-greater pressures upon architects.

He feels architects can combat and even equalize these pressures in several ways, and that the NJSA can help. In a statement recently he outlined the main points of what he hopes will become a framework of the Society's program in 1976.

"Architecture has always been an accurate, if subtle, reflection of the truest objectives and values of the civilization that produced it," Grove said. "Today's architecture is no exception. Whenever the country and architecture are going, they will go together."

"The demands placed upon architects have expanded to the point where no one person is equal to the task, except in the design of only the simplest structures. This pressure of technological explosion has resulted in two major trends in architectural practice today: the master architect is being supplanted by the team concept, and the architect or architect team is being subjected to ever increasing numbers of malpractice suits."

"What should the NJSA be doing, then, for today's architect? We must, first of all, provide the architect with an opportunity to participate in continuing educational programs that will keep him aware of the latest developments."

"The list of subjects available for such a program is almost unlimited, but seminars on conservation of energy and on construction management, design-build, joint ventures and professional liability are all of immediate concern. Secondly, we must attack the problem of professional liability on two fronts, first providing the architect with information he needs to reduce his

liability exposure and insurance premiums under current laws, and next, striving to improve the legal climate in which we work. After all, no reasonable person expects even a licensed professional to approach perfection, but courts and juries today are demanding near-perfection. Our attack on this front must come through improved public relations and ever more active legislative input.

"These are our immediate concerns. What about the future? The energy, pollution and economic crises have combined to produce the greatest crisis of all — the unemployment crisis. No effort can be spared if it will immediately stimulate the construction industry. In this direction the NJSA must depend largely upon our alliances with related industry groups. The architectural profession can provide facts and figures vitally necessary to argue the need for increased construction activity, but there is strength in numbers which we alone do not have. In improved liaison and coordinated action, therefore, there is strength."

"The unemployment crisis, painful as it is, is temporary. Economic indicators hint that its end is in sight. There is, however, another trend which promises to continue undiminished through the foreseeable future. This is the trend in which clients spend a larger and larger percentage of the construction dollar for planning services. The construction process has become so complex that a massive planning effort is demanded if the client is to get the best bargain for his dollar."

"What does this mean to the New Jersey Society of Architects? Architects are in the best position to take advantage of the demand for increased planning services. We, more than any

other group, are prepared to understand and coordinate construction activity from beginning to end. Our sphere of activity has increased to the point where we can no longer expect to master all or even most of the various disciplines which influence buildings. But there is one activity which our profession — and only our profession — is equipped to handle. We can effectively evaluate the input of each discipline related to construction and pull the often-conflicting recommendations into a coordinated and balanced design package. In short, we can be — Architects."

Grove is a principal in the architectural firm of McMurray and Grove of Elizabeth. A native of West Orange, he was graduated from the University of Virginia and served on a Navy destroyer from 1953 to 1956. He received his license in 1960 to practice architecture. In 1964 he joined the firm of Kaufmann & McMurray and became a principal in the renamed firm four years later.

He has served the state society as a director representing the Central Chapter, and was elected secretary in 1970. After two years in the post he became a vice president for two years and president-elect this year, during which he also served in the key role of legislative committee chairman.

One of his four children, David, 17, is studying architecture at the University of Florida. His other children are Douglas, 20, who is attending the University of Maryland; Steven, 13, and Samuel, 2.

His off-duty hobbies are piano, chess and sailing, but his principal "hobby" is architecture. "The reason I entered the field," he says, "is that architecture offers the opportunity — as with a doctor or lawyer — to be of service to humanity."





Recognition of achievement by architects working in the state is a high point of the year's program of the New Jersey Society of Architects.

The Architectural Awards have been given for many years, usually at the Society's annual convention. At this year's diamond jubilee convention in the Hyatt House, Cherry Hill, a distinguished panel of three jurors examined 81 entries ranging in scope from residential alterations to university complexes and planned unit land developments. They cited five completed projects and two proposed projects where architects and owners had been most successful in solving design problems presented by the site, its environment and the owners' program requirements.

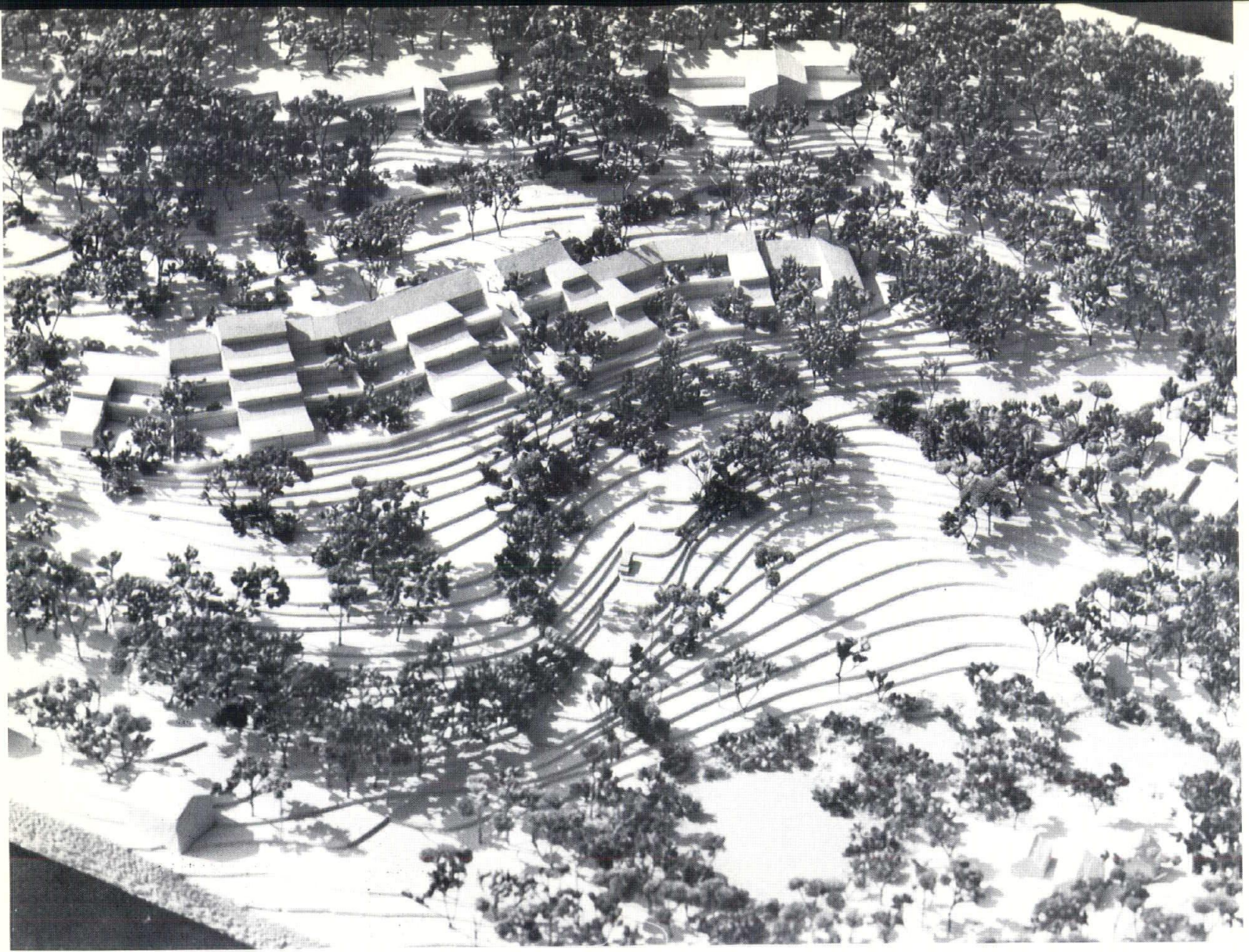
*The jurors were: Chairman, Romaldo Giurgola, FAIA, of Mitchell/Giurgola, New York and Philadelphia; Glen Paulsen, FAIA, of Tarapata MacMahon Paulsen Corp., Bloomfield Hills, Mich., and Charles Gwathmey, AIA, of Gwathmey/Siegel, New York. Michael Savoia, AIA, of The Grad Partnership, Newark, served as chairman of the Society's awards committee.*

Problem solving and the ingenuity called for were the underlying themes of the 46 completed submissions and 35 proposals. The jurors' comments on the award winners are included with the project illustrations on the following pages. Altogether, the jury indicated that through the variety of building types submitted, an obvious concern for the environment was evident. The projects, they added, showed a conscious effort in relating and responding to environmental demands.

# New Jersey Society of Architects 1975 Honor Awards

We publish in this issue the winning entries in the N.J. Society Honor Awards Program for 1975. They represent the trend of architecture in New Jersey today.





# “Alarm Hill” — A Planned Residential Development

West Bank of the Hudson River,  
Orange County, N.Y.

Architects: HOLT-MORGAN-SCHWARTZ, P.A.  
Princeton, N.J.

Consultants: EBERLIN & EBERLIN — SITE ENGINEERS  
New York, N.Y.

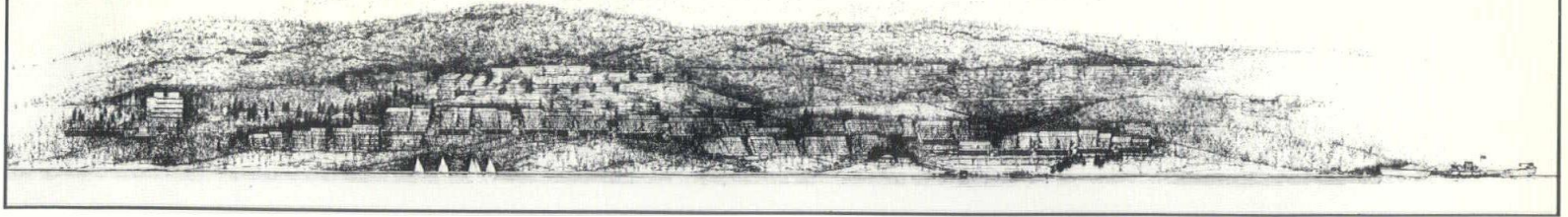
“Alarm Hill” is an attempt to develop a spectacular site overlooking the Hudson River, to preserve and enhance the natural beauty of the site and to serve the economic and social needs of the community in accordance with master plans.

In an area where more than 90 per cent of the land is tax-exempt, and where a portion is occupied by trailer parks and roadside commercial uses, the opportunities and responsibilities are great.

The design procedure started with the river. Site requirements, economic restraints and social needs were allowed to shape the plan design so as to complement the natural site, whose conditions are so severe that the existing road and sewer follow the only possible routes.

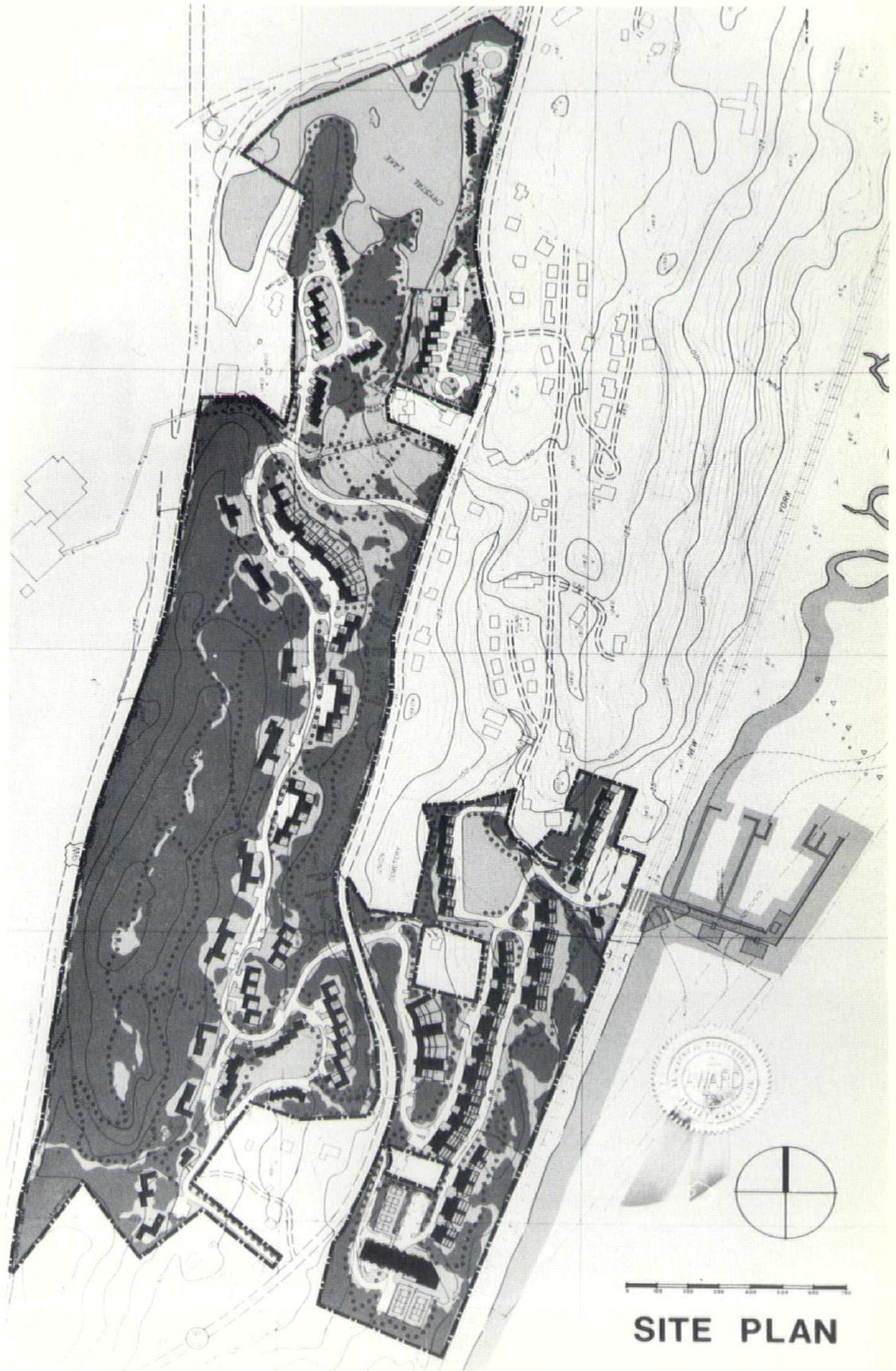
The building types are designed to be compatible with varying locations and slopes, each adjusted to viewing of the lake, river, rocks and trees. Large areas are left in their natural state, and the natural ridge line is unmarked by building silhouettes. Road pavement width is kept narrow, and parking areas are so distributed as to reduce damage to land and trees.





*Jury Comments:*

*A commendable effort. Solution indicates a serious concern for the site and the environment. Site plan well conceived and executed. Project has good scale. Further development of unit plans is recommended.*





# N.J. Bell Telephone Toll Service and Directory Center (National Prototype)

Wayne, N.J.

Architect/Landscape Designer: JAMES GOLDSTEIN & PARTNERS,  
Millburn, N.J.

Structural Engineer: ALEXANDERS & VON BRADSKY  
Fairlawn, N.J.

Mech. & Elec. Engineer: TUREK ASSOCIATES  
Pompton Lakes, N.J.

General Contractor: ARTHUR B. FOWLER, INC.  
Paramus, N.J.

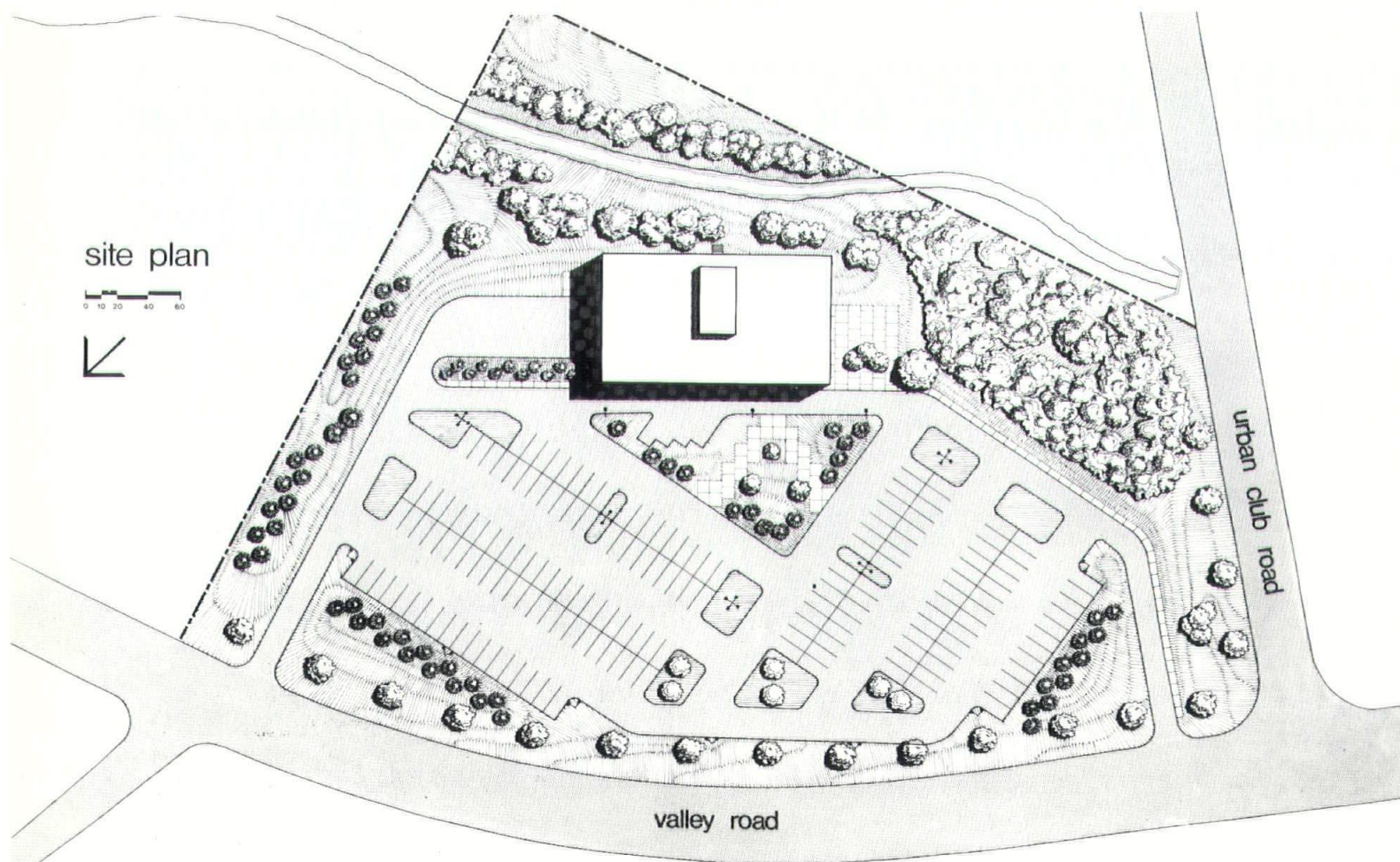
Photography: BELL TELEPHONE MAGAZINE

The program was to provide for a three-shift, around-the-clock operation accommodating high-technology equipment systems in a labor-intensive service operation. Internal building flexibility was required in order to provide for volatile equipment systems changes. The employee lounge, and dining, conference and restroom areas, were intended to reflect enlightened industrial relations.

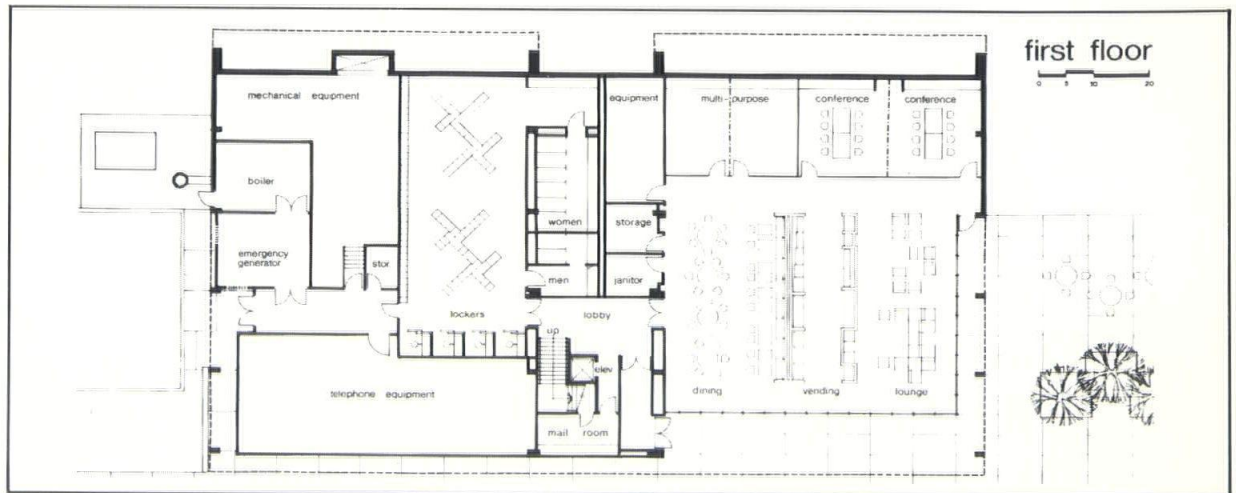
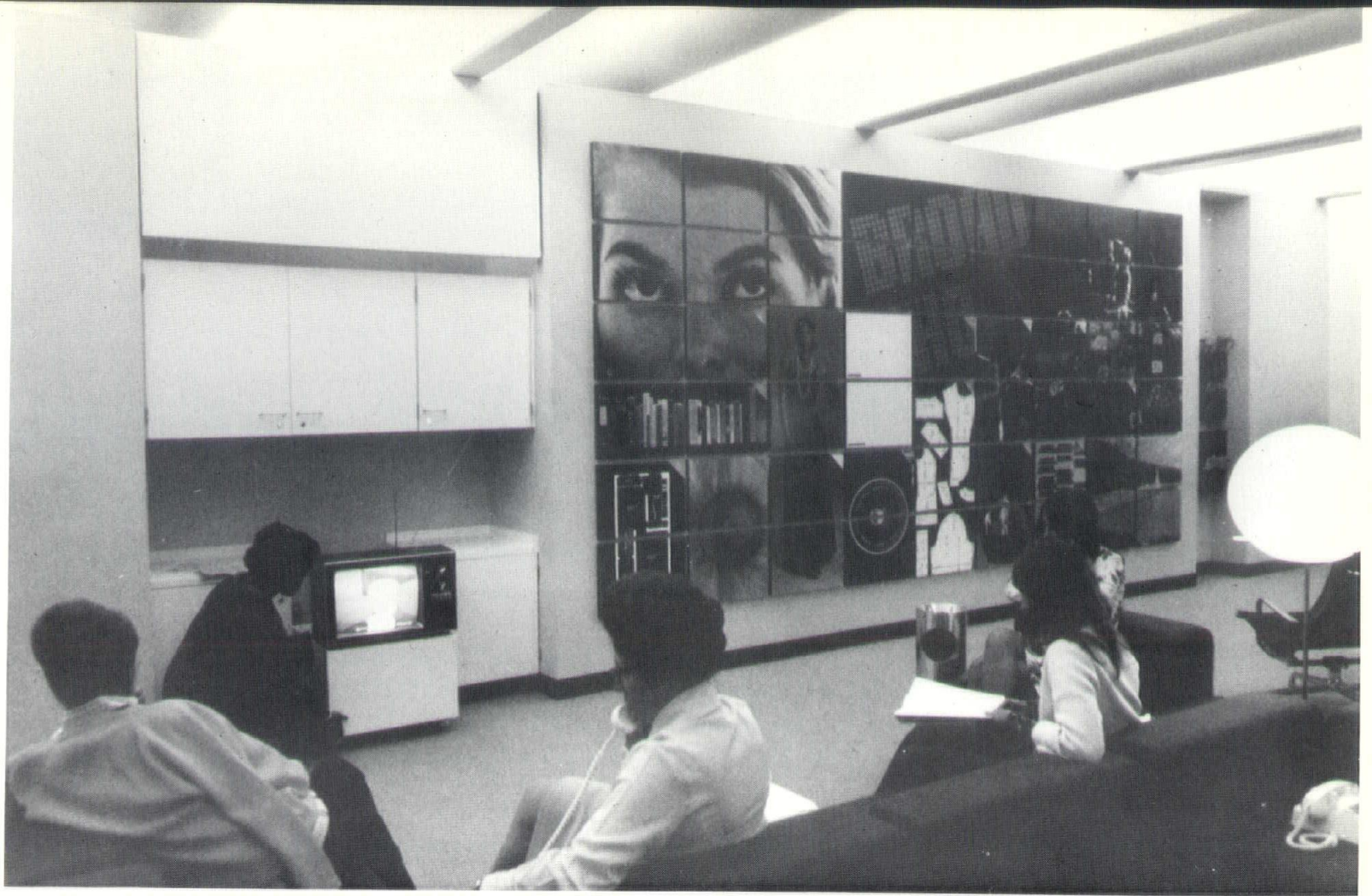
The building was deeply set back on a rolling hillside among trees that lined a brook, with berms and plantings integrating parking areas into the suburban landscape. Intensive planting was added on all sides of the building.

The lower-level lounge opened onto recreation areas, and the on-site watercourse was blended into the landscape. Upper-level work areas were divided into two column-less, fire-resistant areas with access flooring for total equipment flexibility. The lower level contains the lounge and dining and conference areas. Maximum use was made of color and open planning in interiors, arranged in collaboration with industrial designers.

Large expanses of glass in the working and lounge sectors afford all employees views of the park-like setting. Reflective glass is used on exterior walls to enhance the year-around exterior appearance of trees and shrubbery. Upper-story curtain walls are of modular, prefabricated, insulating sandwich panels of white, prefinished aluminum.



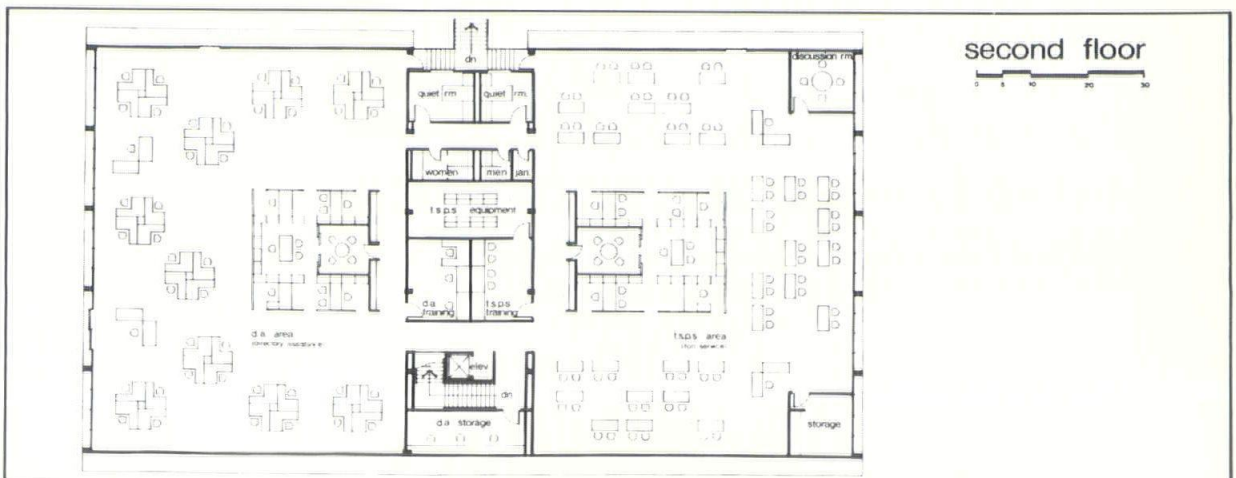




**Jury Comments:**

*A project that properly exploits industrial and prefabricated materials in a very direct way. The building clearly expresses its structural concept. Commendable site plan. Visually pleasing project.*

*One of three projects selected for a special commendation for outstanding design achievement.*







## Addition To Private Residence

Princeton, N.J.

Architect: MICHAEL GRAVES, AIA  
Princeton, N.J.



The structure is a neo-Colonial house of the 1930s built on a half-acre lot with a formal rose garden. The program was to provide the addition of a kitchen/breakfast room incorporating a potting area, hearth and playroom on the first floor and a study/bedroom above.

The original house has a Colonial plan with a central hall. The addition extends into the garden along one side of this axis, with framing members defining and partially enclosing the existing porch at the other side of the axis. The entrance is shifted off the axis to set up a processional path extending from the dining room.

The open plan accommodates various activities of the program in one 900 sq. ft. room. The bedroom/study incorporates the family library, with a mural which opens onto the garden beyond.



*Jury Comments:*

*Outstanding example of contemporary architecture. Inspirational in detail. Well proportioned project. Limited size of project utilized successfully. Pattern of textures and light well handled.*

*One of three projects selected for a special commendation for outstanding design achievement.*





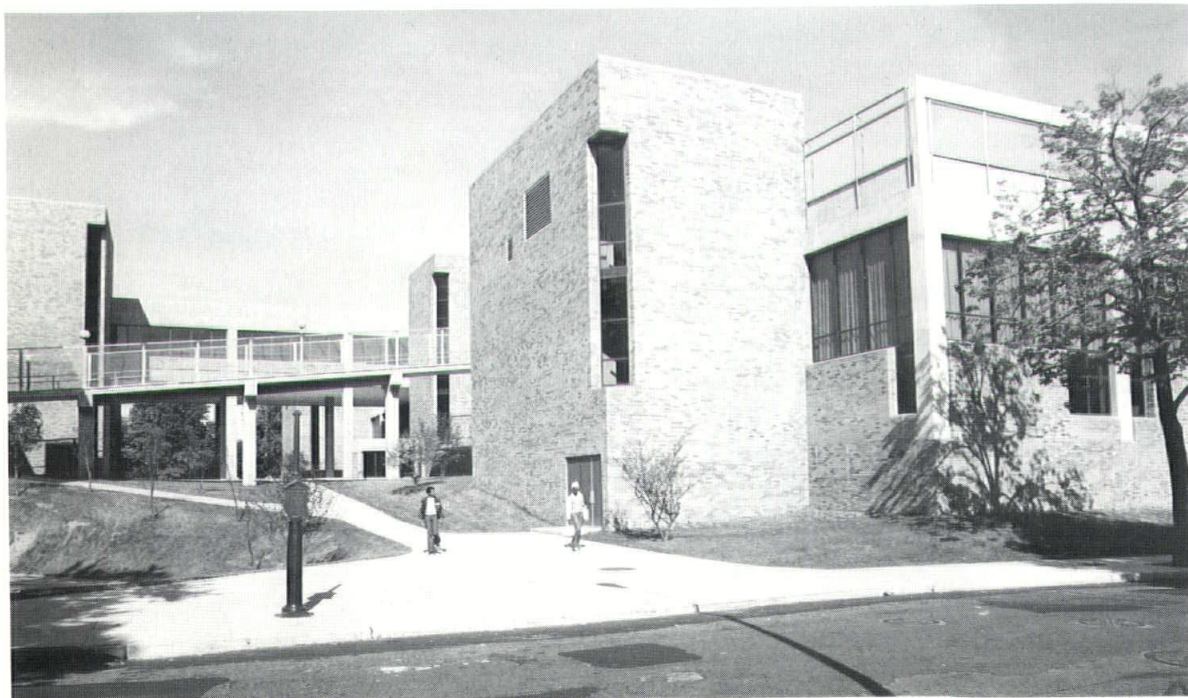
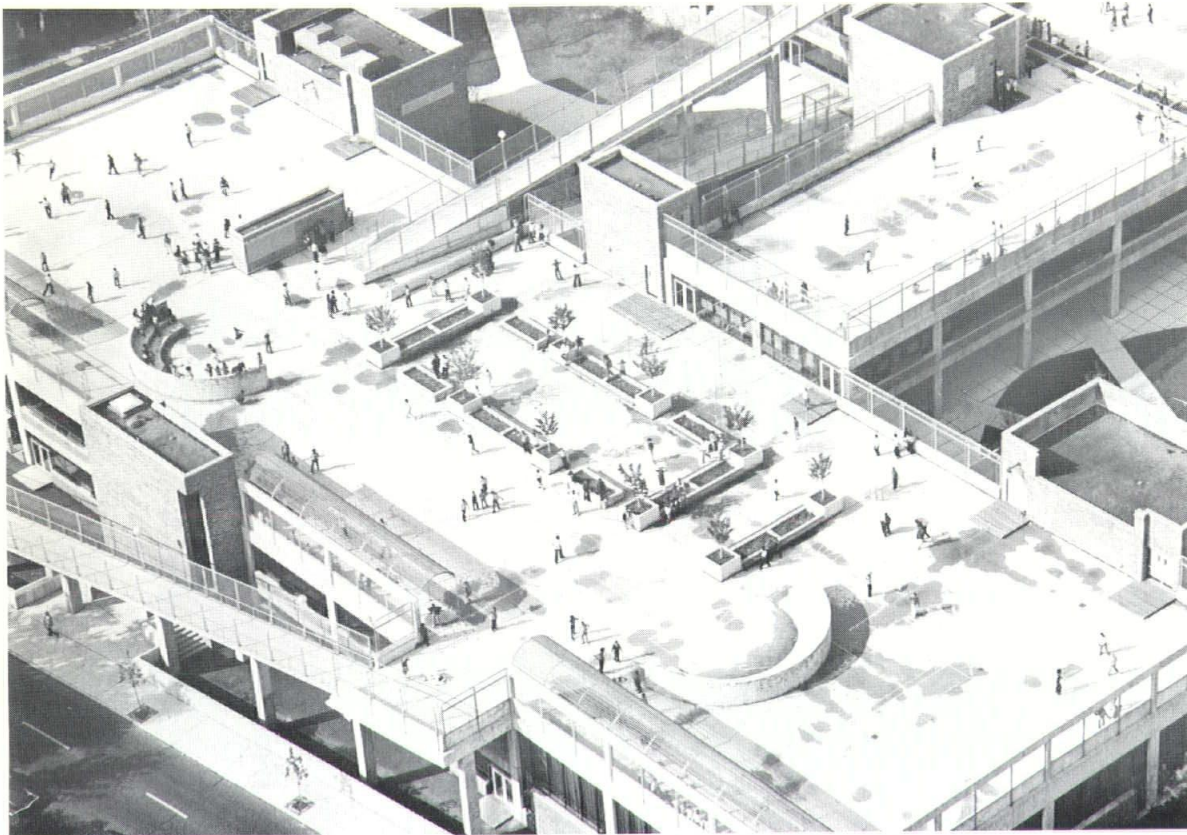
# William S. Hart, Sr. Middle School

East Orange, N.J.

Architects and Engineers: UNIPLAN  
JULES GREGORY, FAIA, PARTNER IN CHARGE  
Princeton, N.J.

Landscape Architect: A.E. BYE AND ASSOCIATES

Photographer: MATTHEW J.D. SINCLAIR

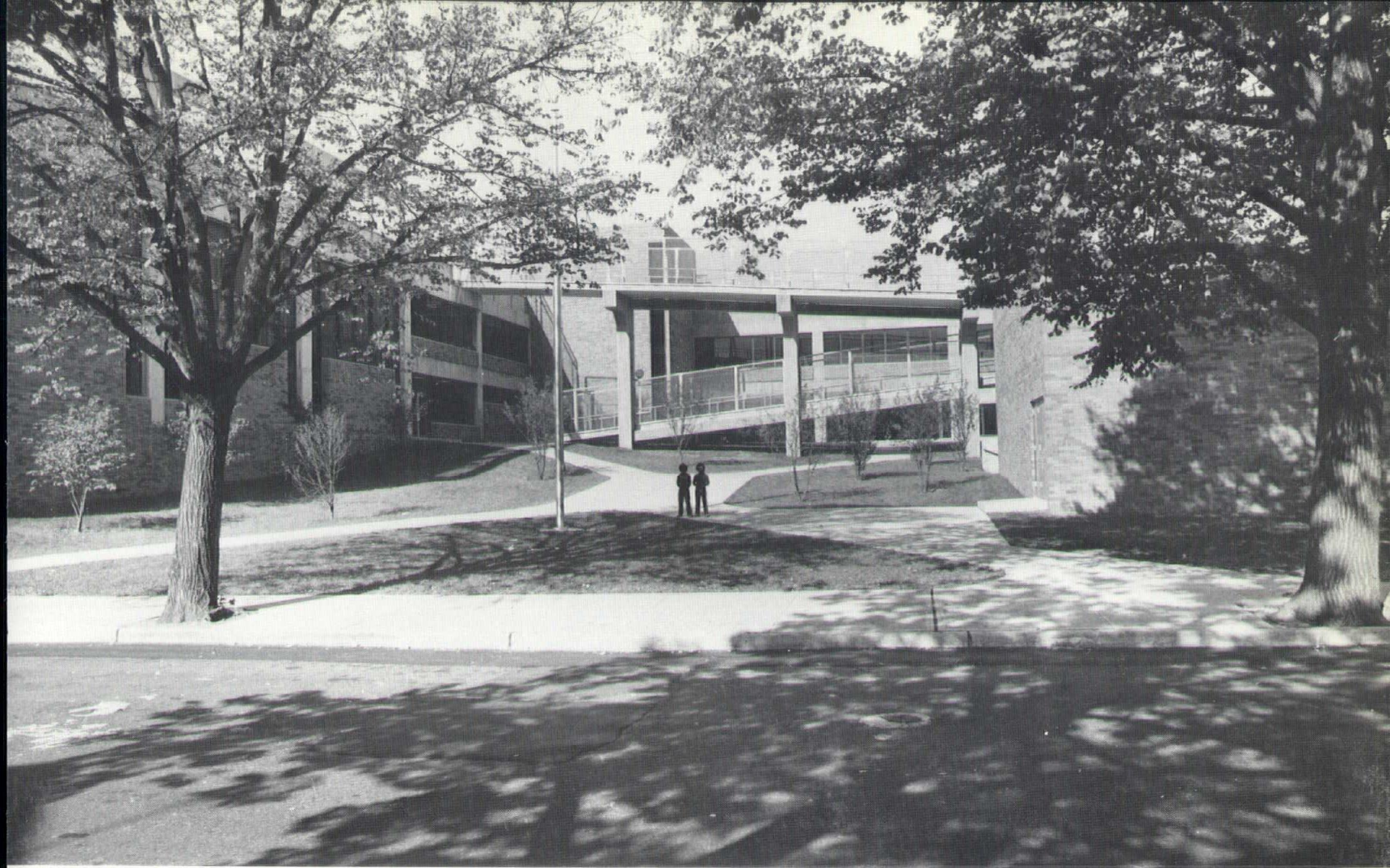


## *Jury Comments:*

*A most commendable project. Diagrammatic solution interpreted successfully into building reality. Utilization of roof spaces a major asset. A well scaled spacious building that is well detailed. Project well presented.*

*One of three projects selected for a special commendation for outstanding design achievement.*

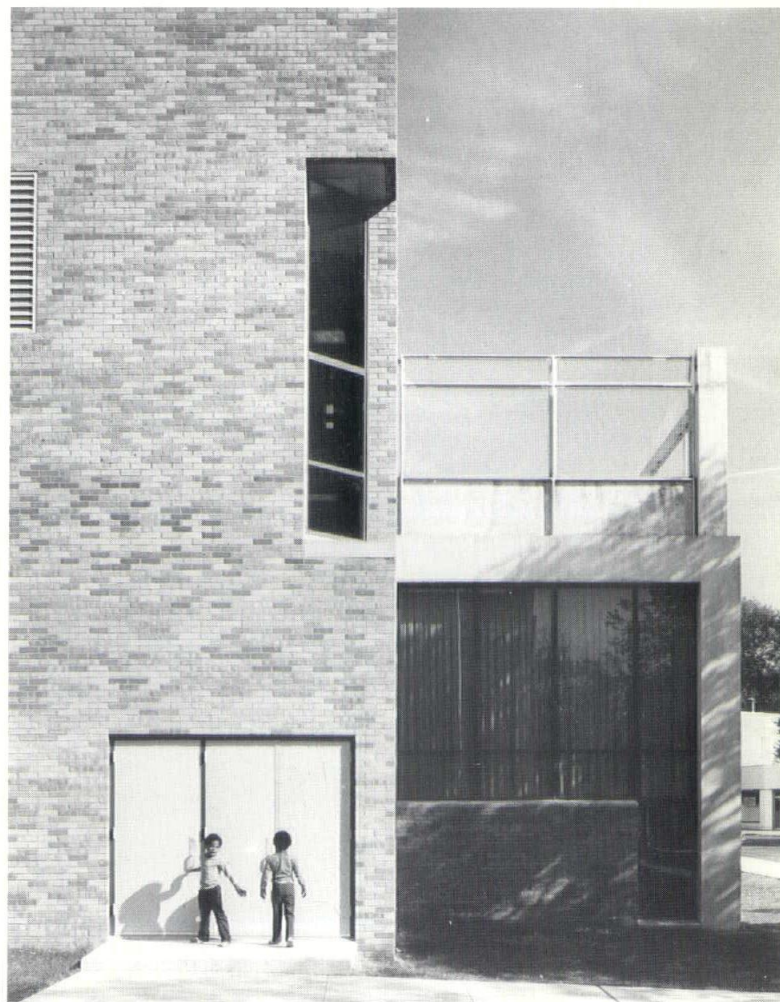




The building was designed to serve the community as well as 1,800 pupils. The basic scheme was developed in rented store space on Main Street, East Orange, staffed by people from the architect's office and by local paraprofessionals. The community participated actively in the design process and had an important effect on what went into the building and how it came together.

Thus, the roof is a community park reached by public ramps for access when the school is closed. There is a community entrance to the gymnasium, swimming pool and library. Dining spaces, served from a central kitchen at the lower level, bridge the three wings of the school and open onto the roofs for school/community use.

Each wing contains two lofts at the ends, each with 10,000 sq. ft. for 300 youngsters. A two-story performing arts area is in the center, surrounded by related spaces intended for music, speech, family arts and shop. Specialized classes are on the mezzanine level. The ground is open among the wings, and circulation among them is achieved by a "street" at the lower level.







## Design Office

New York, N.Y.

Architects: The GRAD PARTNERSHIP  
Newark, N.J.  
WALKER-GRAD, INC.  
New York, N.Y.

Designer: KENNETH WALKER DESIGN GROUP INC.  
New York, N.Y.

Contractor: JAMCO INC.  
New York, N.Y.





The design firm wished to renovate a loft previously occupied by a printing plant, capitalizing on the architectural characteristics of an industrial space. These included high ceilings and large glazed windows that surround the perimeter and admit an unusual amount of light.

The approach made use of industrial materials and components, with exposed conduits and ducts, factory-type lighting fixtures and a stark color scheme of black, red, white and grey. This was enhanced by a diverse collection of art and architectural ornaments from the late 19th and early 20th centuries.

An open plan modified to fit the elongated space prevails, allowing a free work flow, and communication and interaction, as well as the rapid regrouping of work teams.

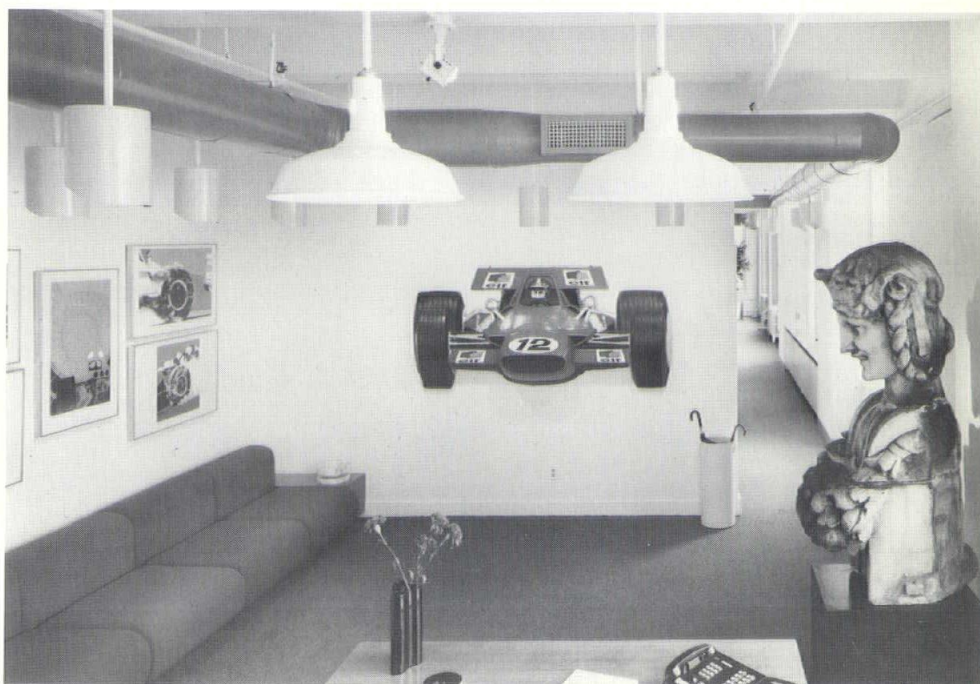
Enclosed spaces kept to a minimum are the conference room, kitchen and bathrooms, which are grouped in the center core alongside the elevators. Otherwise, areas are divided by partitions of varying height from 30 inches to seven feet.

An outdoor garden area was created on one side of the building setbacks.

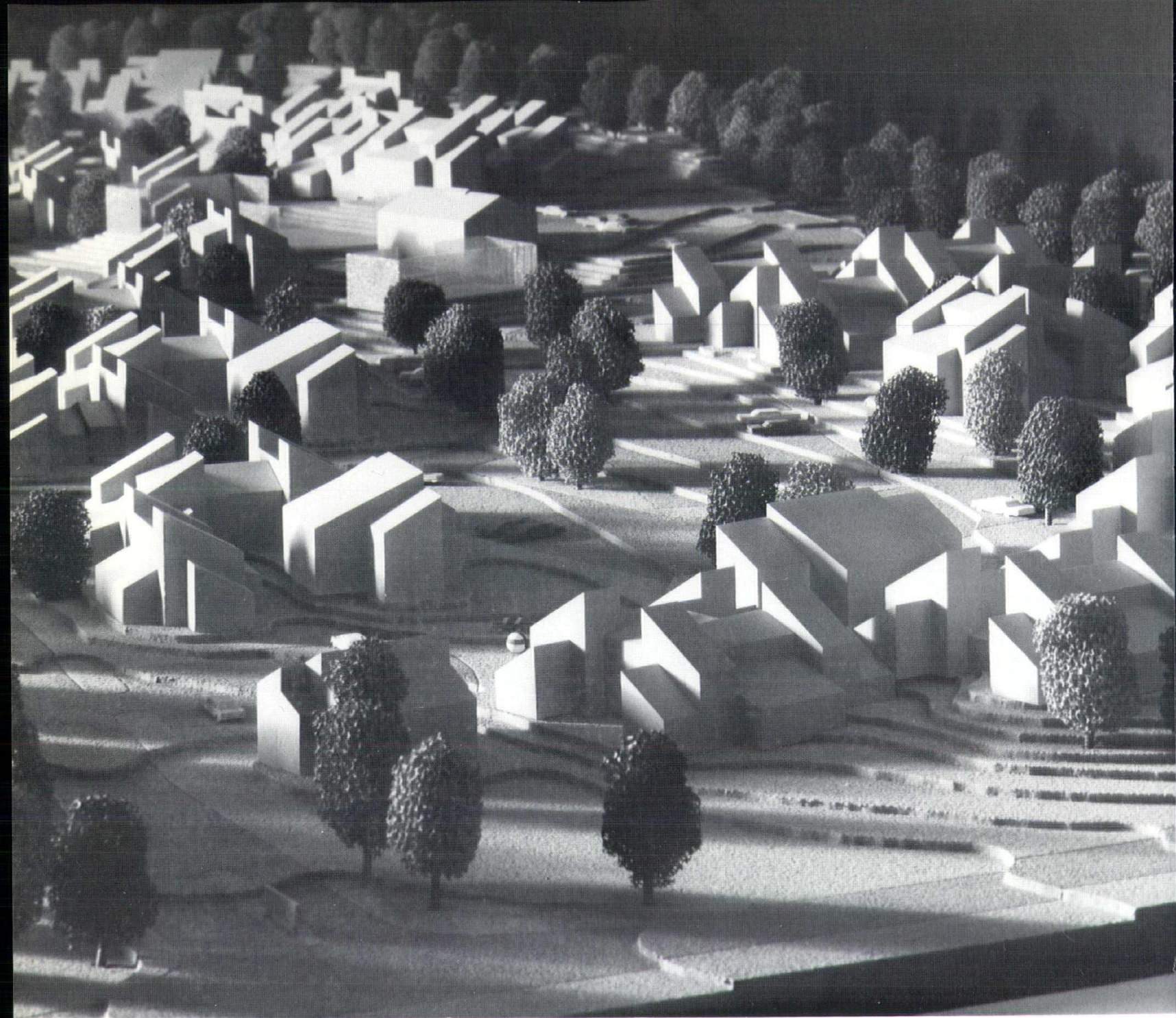


#### *Jury Comments:*

*Very handsome design office with all components handled in a very straight-forward way. Scale of the open space as related to core functions very successful. A talented experience of space distribution.*







# Sun Valley Condominiums

Charlotte, North Carolina

**Architects:** ROTHE-JOHNSON, ARCHITECTS-PLANNERS  
Edison, N.J.

**Associate Architect:** EMIL BALL ASSOCIATES  
Charlotte, North Carolina

The low-rise, high-density program calls for 172 units of one, two and three-bedroom units on a sloping 14-acre site.

The design objective sought by client and architect is to create a highly marketable alternative to the usual low-rise apartment buildings offered in the area.

The solution calls for a building organization that connects the apartment units in an organized, yet simple, grid pattern. The result is a network of units and courtyard spaces that provides maximum land use, while at the same time encouraging social interaction and a feeling of community.

By following the natural slope of the site the architects are able to achieve a variety of building orientations and provide a variation in unit elevation. This serves to eliminate a "barracks" look which might have resulted from the strong geometric pattern upon which the buildings are organized.

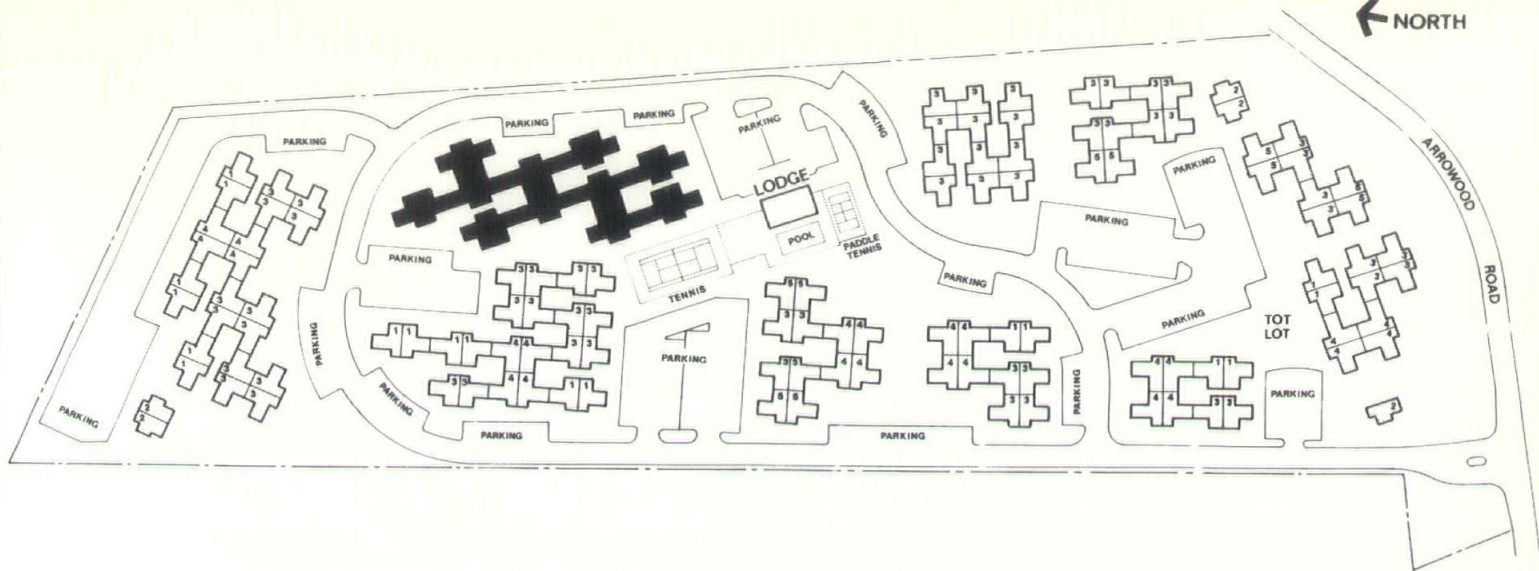
## *Jury Comments:*

*Strongest aspect of solution was unit plans and the building form generated. Scale of site plan successful; however, plan itself weakest part of solution.*

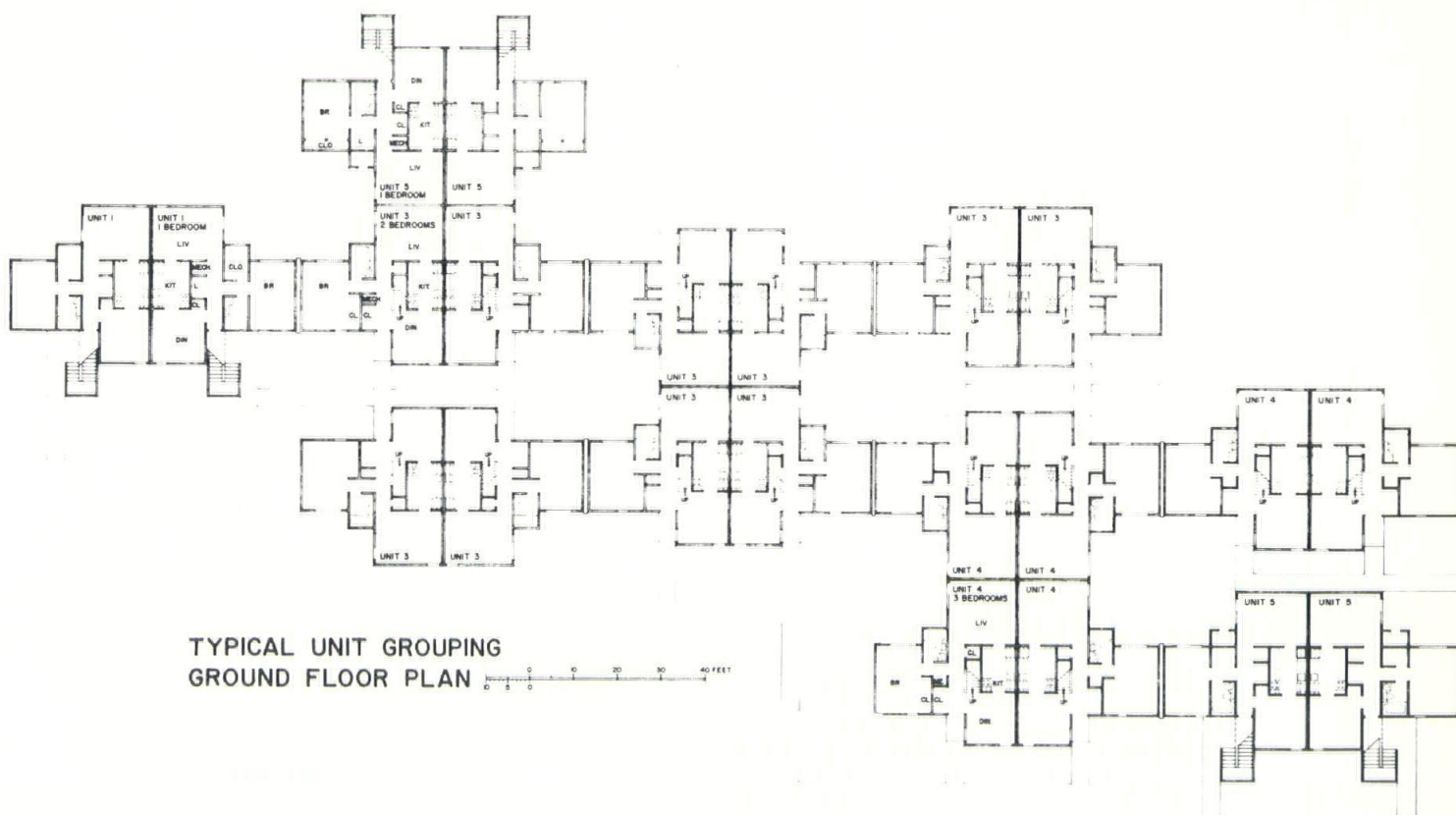
*The clusters show great potential in terms of a final site plan solution, in which the sense of development and growth built into the clusters can be expressed.*



← NORTH



SITE PLAN



TYPICAL UNIT GROUPING  
GROUND FLOOR PLAN



LONGITUDINAL SECTION / ELEVATION





# Interior Renovation For Medical Office

Fort Wayne, Indiana

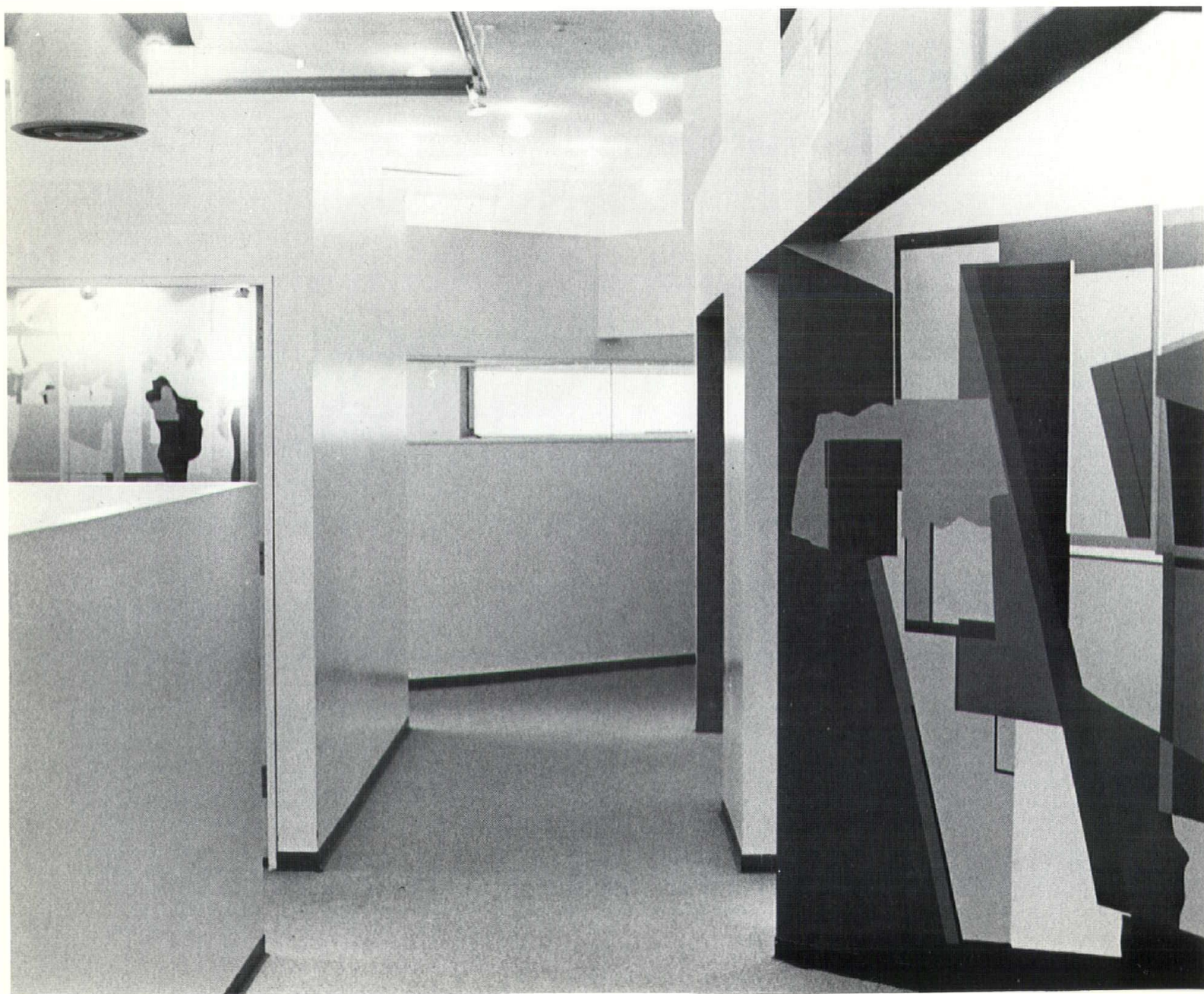
Architect: MICHAEL GRAVES, AIA  
Princeton, N.J.

Consultants: COLE, MATSON AND MATOTT, MECHANICAL  
ENGINEERS  
Fort Wayne, Indiana

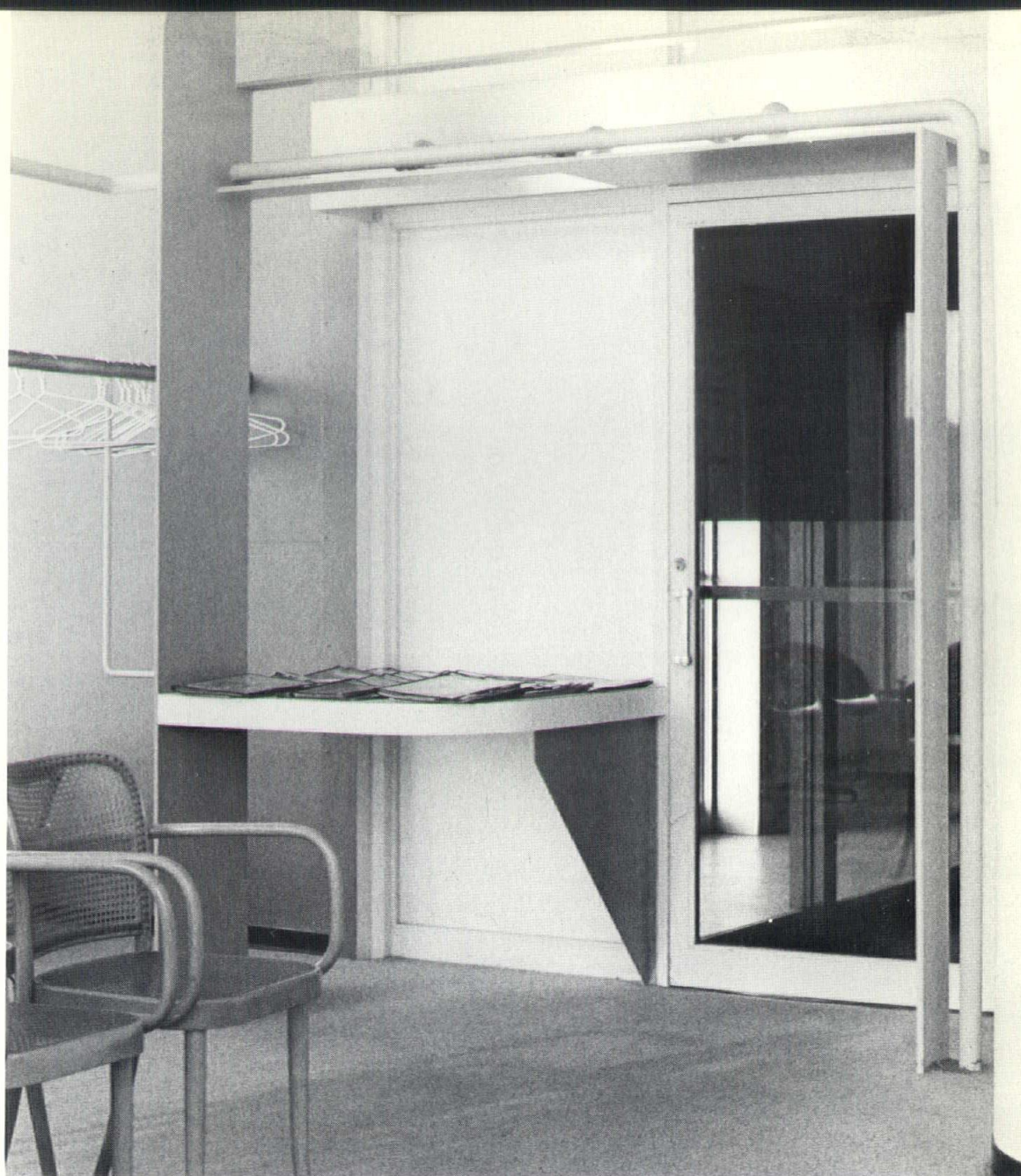
The ground floor of an eight-story medical-center building of the 1920s was reformed into a series of pavilions in one large open space. These incorporate entry, reception area, waiting room and bookkeeping department; nurses' station and examination-treatment rooms, and doctors' offices and a lounge.

The pavilions have eight-foot-high ceilings that help to establish intimacy. The overall space has an 11-foot-high ceiling. Skylights in the examination rooms provide acoustical separation while allowing a view of the ceiling. The entrance and waiting area are grouped adjacent to the reception space. Examination rooms and the nurse station exist along a linear circulatory path.

The return by patients to the entrance passes the rescheduling and bill-paying sections. Audiology and the doctors' offices are ordered farther along the linear circulation scheme set up along the configuration of the existing building.

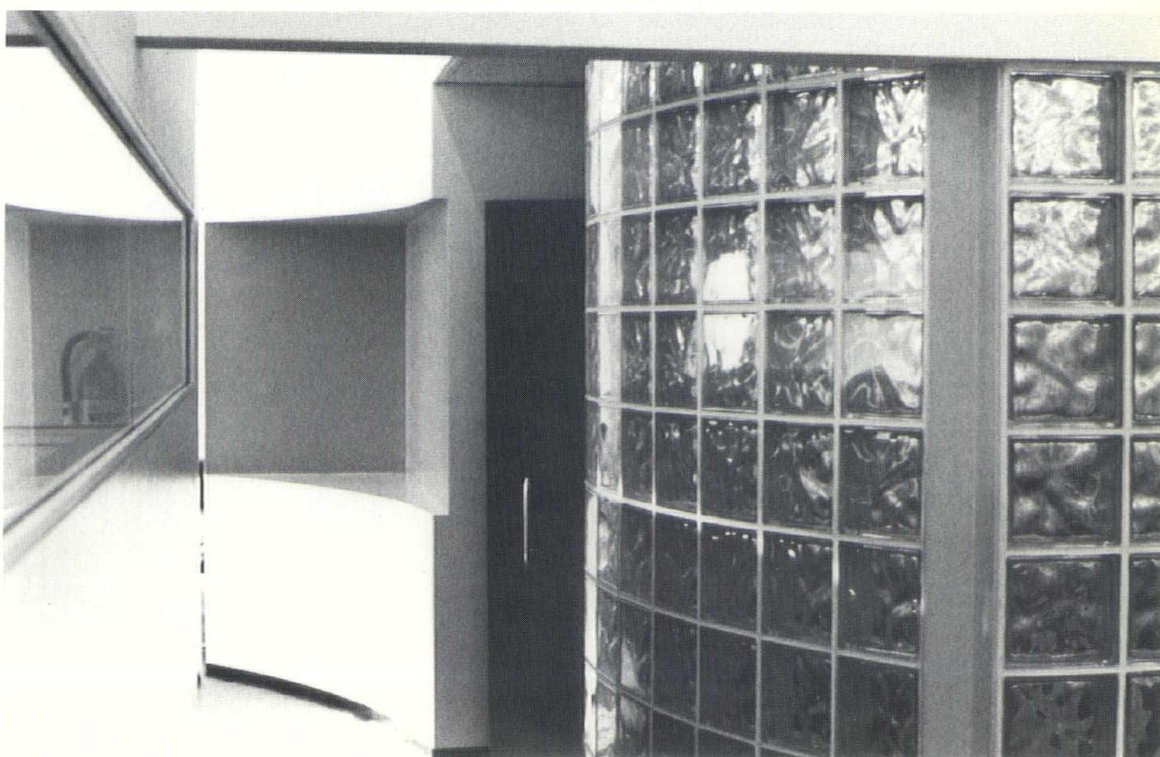






*Jury Comments:*

*A complex and sophisticated manipulation of an interior environment handled successfully; a sculptured and painted environment. A very thoughtful work where one expects the experience of moving through the space to be very effective.*





# Think New Jersey!

Among the many decisions an owner must make during the building process, none will be of greater importance than his choice of the design professional.

The architects of New Jersey can point to many advantages that accrue to the owner who uses the services offered by them. This is neither provincial nor self-serving, since there are many New Jersey architectural firms with national and international practices who recognize these advantages.

The New Jersey design professional is familiar with local restrictions, parameters and opportunities that influence the successful design and construction of a building project. He works constantly with local building codes and inspectors, zoning ordinances, planning and development officials, materials manufacturers and suppliers, contractors and subcontractors, insurance rating bureaus and utility and mortgage companies.

He is familiar with local construction costs, labor customs, and the availability of special construction expertise. Local soil conditions, climatology, ecology and other environmental considerations are matters of everyday concern to him. The out-of-state professional, on the other hand, must spend a considerable amount of time and money to research and evaluate the effect of these factors on the building project.

There are as much talent, imagination and professional expertise among New Jersey architects as there are anywhere. The missing ingredient, if there is one, may be the aura that distance seems to lend the "expert from out of town." But this is merely illusory, even though many New Jersey architects themselves are highly regarded elsewhere as unquestioned experts in many fields of planning, design and construction.

When the architect's compensation remains within the State it makes an impact on the local economy. This is particularly true of local tax-supported projects. The design professional and his employees, in addition to paying taxes that help pay for the project, spend the remainder with other local tax-paying businesses.

New Jersey is fortunate in having a new, publicly-supported school of architecture at the New Jersey Institute of Technology, Newark, among its institutions of higher learning. It has already achieved a reputation throughout the region, and its graduates will be widely recognized as well-educated for their role in practice. We must offer them challenging opportunities in order to keep them in the State. It is a measure of New Jersey's confidence in its own when the services of its architects are retained for major projects within the State.

At times there may be circumstances which indicate that retaining an out-of-state professional may be necessary or desirable. In such cases, it is in the owner's best interest to work with a New Jersey architect in selecting the consultant.

The local professional is familiar with those who have the required expertise and who can guide the owner through the complexities of selection, discussion of fees and services, and other details incident to the retention of consultative services. He can also assist the consultant by advising him of local factors affecting the project. This method usually leads to better relationships and results than the reverse procedure of the owner selecting the expert first, then selecting a local professional to assist him.

Often it is important to a building owner to have the continuing services of his design professional available for advice on maintenance and operations, expansion of facilities or for remodelling to adapt to changing needs. Obviously the local architect is in a unique position to offer this service quickly and conveniently.

Like most New Jerseyans, members of the New Jersey Society of Architects, a region of the American Institute of Architects, take pride in the State and strive to maintain its heritage and brighten its future. They realize that the work they do becomes a part of New Jersey and must be a positive contribution to be worth-while and of benefit to their fellow citizens. This realization adds an extra dimension to their desire to provide the best in professional services for projects in the Garden State.

The design capability, knowledge and talent of New Jersey architects, as outlined in this article, are second to none. More and more, prospective clients recognize this. The evidence of architectural accomplishment is on display elsewhere in this issue in the presentation of NJSA's architectural awards for 1975.



# People

*Eleanore Pettersen*, AIA, of Saddle River was appointed by Senate President Frank J. Dodd to the Commission to Review the Powers and Policies of the Board of Public Utility Commissioners. The Commission will seek to determine the effectiveness of the powers and policies of the Board of Public Utility Commissioners in protecting the public interest with regard to the demand, supply and price of electricity and natural gas in the State.

*S. Leonard DiDonato*, Director, Division of Building and Construction of the State of New Jersey, was named 1975 "Man-Of-The-Year" in Government Construction and by the N.J. Subcontractors Assn. *Bernard Grad*, FAIA, of The Grad Partnership, Newark was named "Architect-Of-The-Year."

*Louis H. Goettelmann, II*, of Camden, was elected Vice President of the State Board of Professional Planners.

*S. James Goldstein*, AIA, of Millburn, has been appointed to the Corporation Development Committee of MIT, and to the new Laboratory Animal Housing Committee of the National Research Council.

*John S. Rhoads*, AIA has been appointed by Trenton's Mayor Holland to the City Landmarks Commission for Historic Preservation, for a two year term. Mr. Rhoads is the former Chief Building Inspector for Trenton, an architect and planner in private practice and recently won third prize in a design competition for elderly housing in Trenton, sponsored by the Architect's Housing Corporation, a non-profit group of AIA members.

*Kenneth D. Wheeler*, FAIA, of The Grad Partnership in Newark, was selected for the Construction Practice Award of 1975 by the American Concrete Institute for his co-authorship of "Responsibility in Concrete Inspection" which appeared in the April 1974 issue of the ACI Journal.

The Hillier Group of Princeton, has been appointed by the American School of Paris, France, to develop its program of expansion and renovation. The firm, headed by *J. Robert Hillier*, AIA, recently completed a school in Vienna, Austria.

*Jerome Morley Harson*, AIA, president of Larson Associates, Architects/Planners, formerly of Spring Lake Heights, announced the removal of their offices to 12 Broad Street, Red Bank.

*Dalim Sibdial Sau*, AIA, was the Coordinator-Instructor of the "Learning for Life" series sponsored by the First Park Baptist Church of Plainfield. His topic was, "Architecture of Many Cultures, Yesterday — Today and Tomorrow."

*Robert W. Meyer*, AIA, of Meyer & Laudadio, Architects announced the change of the firm name to Robert W. Meyer, Architect/Planner. Their offices are at 1214 Livingston Ave. in North Brunswick.

*Richard B. Rivardo*, AIA, announced removal of his office to 600 Boulevard East, West New York, N.Y. 07093

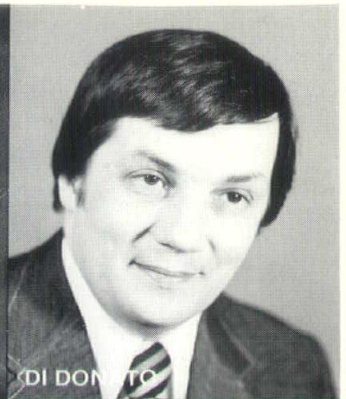
*Frederick J. Voytko*, AIA, announced the opening of his new Architectural and Professional Planning Offices at 582 Plaza Terrace East, Bricktown, N.J.

*Joseph J. Malloy*, AIA, has established an architectural and planning practice at 215 Chewalla Blvd., Trenton.

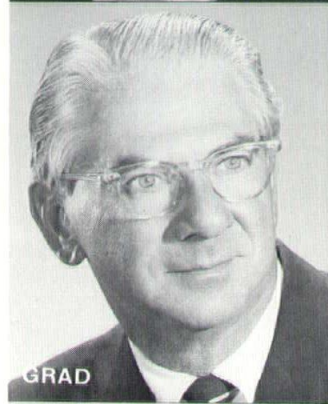
*Richard E. Bennett*, AIA, announced the formation of the firm of Richard E. Bennett, AIA & Associate — Successors to Kramer, Hirsch & Carchidi, AIA, Architects, for the practice of Architecture. Their offices are at 42 West Lafayette St., Trenton.



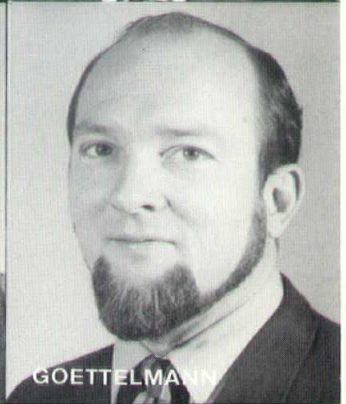
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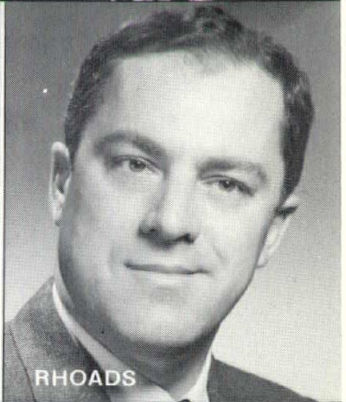
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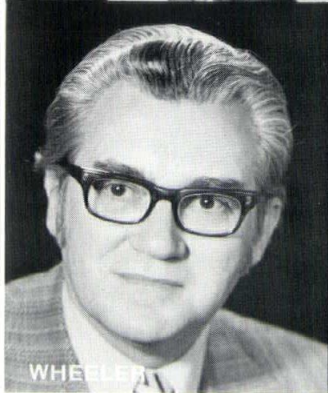
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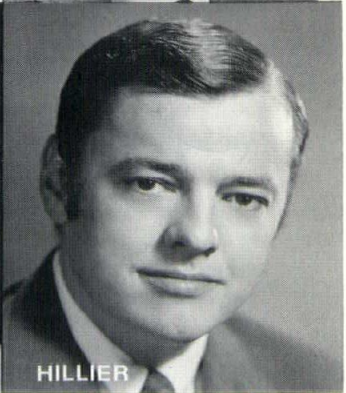
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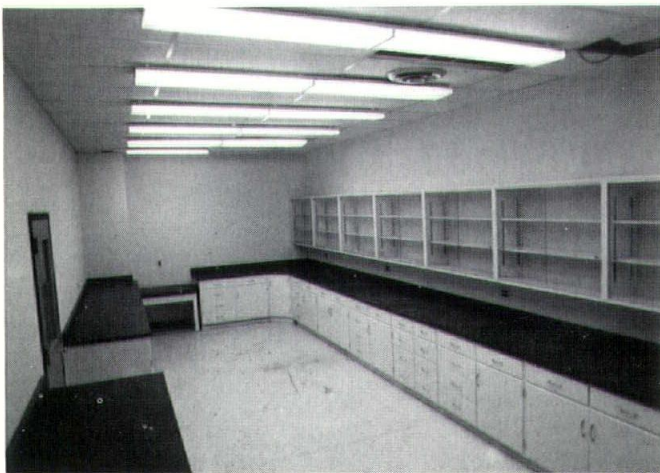
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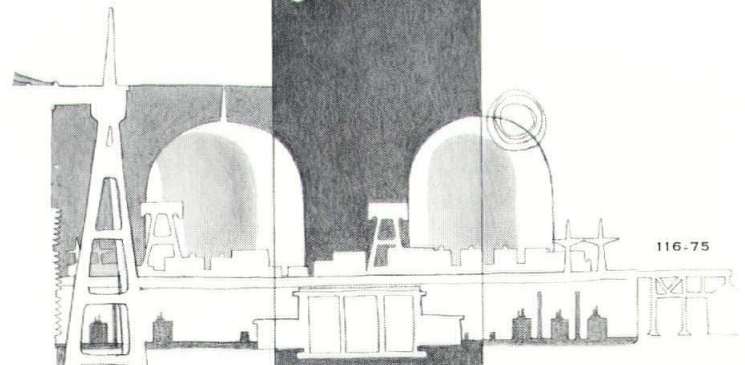
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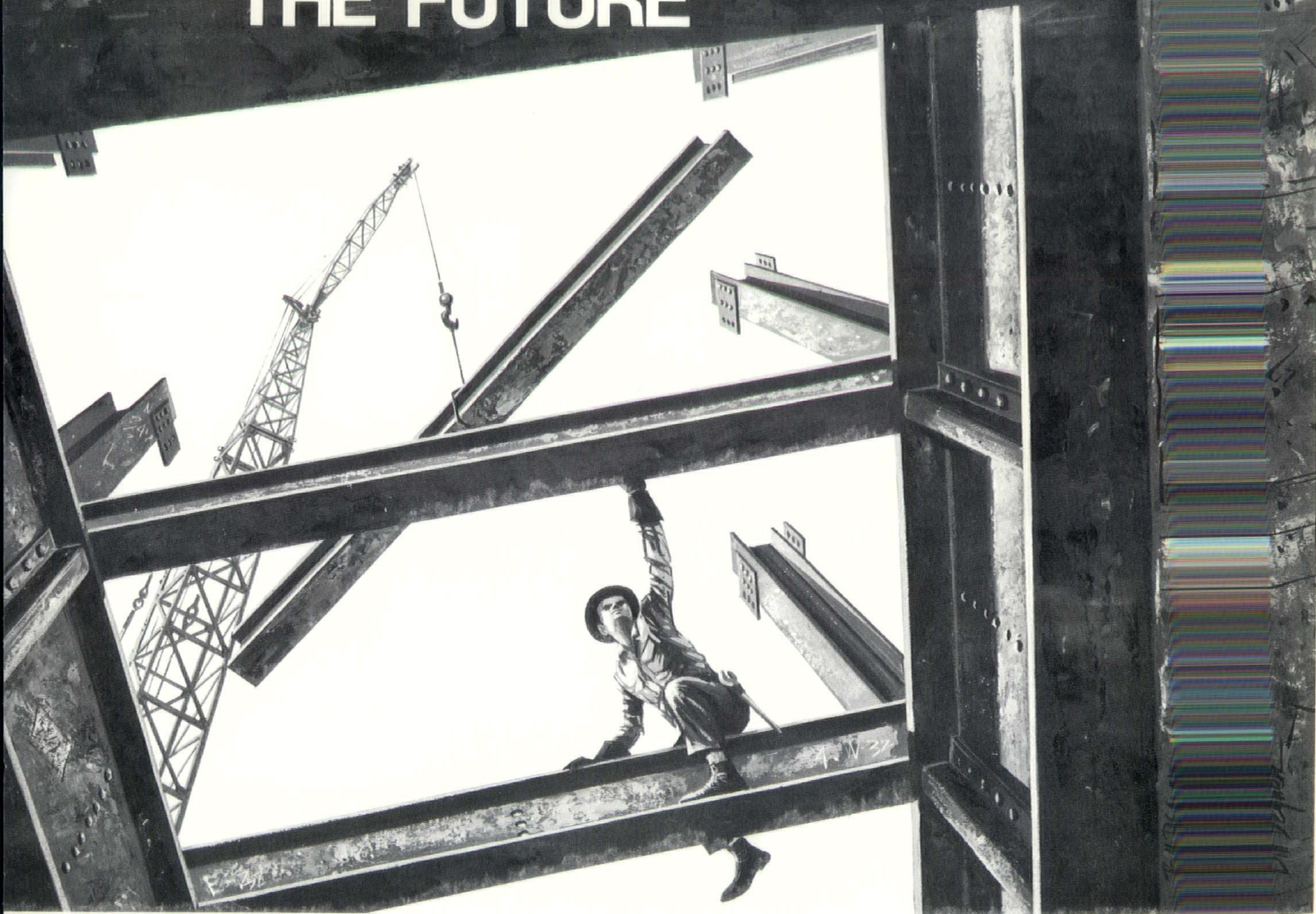
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